

CHALLENGE BRIEF - BEABA

<https://beaba.org/en/>



Challenge description:

- Beaba is right now changing business strategy from 3rd Sector (NGO) to "2.5 Sector" (NGO + Service Provider for Public and Private Companies).
- This challenge is written for students who are specialists in business research, brand positioning, market strategy and preferable with 3rd sector business knowledge.
- The task is to **research successful benchmarking companies** with the same or close profile which Beaba is targeting to become too (focus in US and Europe). As well as **suggest market opportunities for health design tools or any other interesting health information services** Beaba could offer.
- The outcome would be used to help Beaba define and structure new business strategies.
- A successful team working on this task would be able to **compile a benchmarking research and business solution/ideas** to support the strategy definitions and next steps for Beaba.

Assumptions:

To make this analysis truly useful, the team will receive guidance from Beaba about:

- Companies Beaba team is already looking as examples.
- Main important health issues in Brazil which could need information solutions.

Deliverables:

- Companies or projects (in US and Europe) which can be inspirational to Beaba new market positioning.
- Market opportunities for health design tools or any other interesting health information/communication services ideas Beaba could provide.
- Business design model, methodologies, design thinking tools or any other idea the team consider a good resource to Beaba.
- Projects and services ideas.
- Possible business plan - considering which projects or services could be offered for types of clients (hospitals, pharmaceutical companies, etc), client approaching, marketing and communication suggestion etc.

Recommended methodology:

- We trust your methodology and way of working. :)

Relevant material:

- List of company websites Beaba is already following.

Some Benchmarks:

<https://www.livestrong.org/>

<https://www.giveacare.ca/>

<https://www.notimpossible.com/projects>

About the business:

Beaba (bay-ah-bah) is an institute whose mission is to demystify cancer, providing information about the disease and treatment in a clear, objective and optimistic way, for children, adolescents and their caregivers. It was founded in 2013 by Simone Mozzilli, her friends, health professionals and small patients who believed in the power of information as the best way to face cancer.

During these years Beaba focused on developing the Beaba Cancer Guide for children, in addition to several other initiatives that mixed clear and careful information, emotional support and playful learning - such as the Alpha Beat Cancer Game and Camping for patients.

The last few years have been extremely challenging for the NGO, which has always been maintained through donations which have been reduced over time. For this reason, Beaba was never able to make long-term plans or even think about expanding its activities. With a small team, as opposed to the increasing demand as the institute became more recognized, it has become increasingly difficult to balance core purpose with financial needs.

Year of 2020 started with countless challenges becoming an ultimatum for business model's review. Despite all difficulties, the context of the global pandemic brought the understanding that information and knowledge are the main tools to deal with any problem or disease, and Beaba is an expert in this area.

At this very moment, Beaba is restructuring its entire business model and market positioning, aiming to move from the third sector to "2.5 sector" - still providing free support to patients, but also bringing services expertise to public and private companies. The main challenge today is to understand business opportunities in the area of health information, seeking benchmarks and successful business models in other countries.

The institute aspires to position itself within its ecosystem as a specialist partner understanding problems through patient's vision and translating these needs into projects and services that can be offered to health sector businesses, such as hospitals, health insurance and pharmaceuticals companies, etc.

Beaba knows how to talk about difficult subjects in a way that everyone can understand, bringing its ecosystem's actors to the center of co-construction and development of their projects.

Information:

Website: <https://beaba.org/en/>

Alpha Beat Cancer Game: <https://youtu.be/x4utMXu5m6A>

TED Talks Video: <https://www.youtube.com/watch?v=eYsw4QBTbpE>

Abstracts:

SIOP 2014 Poster Presentation

<https://drive.google.com/file/d/19GmSnXmxqIhBr1BQZ2mbPKBs1Ufjw8B3/view?usp=sharing>

SIOP 2015 Oral Presentation

<https://drive.google.com/file/d/1rcJhVmxF3FWAGo9MMBpcuwcHx-9xhUzn/view?usp=sharing>

SIOP 2015 Poster Presentation

<https://drive.google.com/file/d/1fsMBwg85hQsLylqR0cmEqP2OTNfTkTcZ/view?usp=sharing>

SIOP 2017 Oral Presentation

https://drive.google.com/file/d/19WjBhgW_WmRyPXqX4V4WMaZ4Vx5qufPw/view?usp=sharing

SIOP 2018 Poster Presentation

<https://drive.google.com/file/d/1FORZ2wrsN9um44E71p-rhFqnSKRUPKUW/view?usp=sharing>